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RADIO READING SERVICES FOR BLIND AND PHYSICALLY HANDICAPPED PERSONS

Second National Conference

Plymouth, Minnesota

May 10-13, 1976

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## WHERE HAVE WE BEEN AND WHERE ARE WE GOING?

William F. Gallagher, Director, Program Planning Department, was the Moderator and opened the session, stating that in 1969, C. Stanley Potter, the Director of Services to the Blind and Visually Handicapped in Minnesota, organized the first Radio Reading Service for the Blind in St. Paul, Minnesota. Today, there are 54 stations in 24 States, which are broadcasting Radio Reading Services over open and/or, closed-circuit radio channels.

C. Stanley Potter, Director, Services for the Blind and Visually Handicapped, spoke of the nine stations which are operating in conjunction with the State of Minnesota Communication Center. Six of these belong to Minnesota Public Radio.

Different ideas are evolving about what should be included in Radio Reading Services, and a lot of changes have been made in programming since 1969. For example, consideration is now given to how much of the program should be directed to blind persons, and how much to the visually handicapped person.

Today, there is much more concern about the technical aspects of Radio Reading Services, legislation and funding. There is close work with the Corporation for Public Broadcasting to improve local input in Radio Reading Services, and some funds have been forthcoming from this source for purchase of receivers.

William H. Kling, President of Minnesota Education Radio, Inc., which is located in St. Paul, indicated that they are based at St. Johns College, and are a private corporation, built to provide a high quality program in the arts and classical music. They are also geared to broadcast news and public affairs, live coverage of concerts, festival programs, and now, they are supporting six member stations, which can reach approximately 95% of the population of Minnesota; the exception is the northern tier of the State.

State Services for the Blind and Minnesota Educational Radio have had mutual interests from the beginning. First, the hardware had to be developed and then, Minnesota State Services took over the programming and Minnesota Education Radio took over the promotion. They used HEW Funds to upgrade their transmission equipment, and to provide receivers.

Today, there are 3,000 receivers in the Minnesota System, and the program is also beamed into parts of South Dakota. There is systematic follow-up via the State's Watts Line, done at night when it is not being used by anyone else.

There were differences of opinion with regard to the value of Radio Reading Programs. Some people feel that they keep blind





people apart from the rest of the population which listens to Radio and TV programs. Others believe that Radio Reading Services help blind persons to live and participate in the community with greater knowledge of what is going on around them because of what they hear over special Radio broadcasts on closed or open-circuit via Radio Reading Services.

One of the current goals of all Radio Reading Service programs is to increase public awareness of these services; in effect, it gives the Service more visibility.

#### CONSUMERS' ROLE IN RADIO READING SERVICES

Mr. Travis Harris, Director, Division of Visual Services, Oklahoma City, Oklahoma was the Chairperson and indicated that consumerism is essential to the success of a Radio Reading Service Program.

Mr. Reese H. Robrahn, Director of Research, American Council of the Blind, presented an historical description of consumerism and suggested that meaningful ways must be found to involve citizen consumers in the governmental process. In the early frontier days of our nation's development, concern for one another was essential for survival. Before the days of communication media, maintaining contact with neighbors and governmental representatives, i.e., the New England Town Meeting, was a matter of consumer involvement; government was a "personal" concern.

Advances in technology, industrialization, and mass communications media techniques have caused the government to become less relevant to the needs of the citizenry and consequently are more "impersonal". It is therefore requisite and indispensable that there be greater consumer participation in governmental processes re the planning and provision of services to specific citizen groups.

The same principles apply in the administration of non-governmental agencies. For example, the establishment of a Radio Reading Service should involve representation of appropriate consumer groups from the outset in the planning of services to be provided to the consumer. The governing body of the RRS should include a substantial number of consumers in planning and policy-making capacities. Consumer involvement should be effective in determining the type of programming that is to be broadcast over the facilities of the RRS.

In addition to staff responsibilities connected with the operation of a station, consumer roles could also include the manning



of information and referral services and participation in "outreach" activities.

Mr. Harris pointed out that one of the basic goals of services to the visually handicapped is the development of the greatest number of educated, well-trained, and well-informed blind people. He suggested that our efforts to make available the training, information, education, and social awareness of the capacities and the needs of visually handicapped people have been advanced through the facilities of Radio Reading Services.

Mr. Raythel Jones, Consumer, Oklahoma City, defined the consumer as "one who uses products or services". The popularity of a product is determined through customer usage. The use of services is more difficult to measure. Mr. Jones suggested that the consumer is the best indicator of service effectiveness.

Early consumer involvement is important. It will result in better service to blind people. The professional staff of an agency often feels threatened by direct consumer participation. This concern is unnecessary since the consumer and the professional are both in the same "ballgame". Early consumer involvement will provide the professional with the assurance that his program and problems will be understood and accepted more readily by the recipient of his service.

Consumer participation implies responsibility:

1. Members of the Advisory Committee should make it their business to be informed if they are to contribute to fulfilling the purposes of the Committee.
2. They should be involved; it is not enough just to sit on the Committee. Communication of ideas and suggestions to the Committee and the staff are requisite.
3. They should be cooperative. Advisory Committee members should try to understand staff responsibilities and problems, rather than give the staff the impression that they are telling them how to do their jobs.

A tangible indication of consumer interest, in the establishment of the Oklahoma Talking Book Radio Reading Service, was a contribution of \$2,500 from the Oklahoma Federation of the Blind (ACB Affiliate) to match a similar amount from the Oklahoma League for the Blind. These monies were contributed to assist in the initial development of the station. A Consumer





Advisory Committee of 11 members was established shortly after the Oklahoma Service became operative and it continues to meet periodically. Terms of office are staggered. It is requisite that all members be consumers and makeup of the Committee has included representation from minority groups within the state, organizations of the blind, agencies for the visually handicapped, and representatives of the print handicapped, other than the visually impaired.

Committee meetings are broadcast and the listening audience is encouraged to participate through Watts Line hookups. Nominations for Committee members can come from any source within the state; however, they are screened through a Nominating Body, makeup of Committee membership. New members are then elected by the Committee itself. The Advisory Committee maintains its own independent treasury, and from time-to-time, has contributed funding for items not covered by existing RRS budget.

Mr. Jones noted that the National Radio Reading Service Conference of 1975, did not include consumer representation on its Conference program. Consumer viewpoints were being expressed by the providers rather than the recipients of service. He congratulated this year's Program Planning Committee for the inclusion of a General Session devoted specifically to the consumer.

#### ENGINEERING AND TECHNICAL ASPECTS OF RRS

Mr. J. Albert Asenjo was moderator and opened the meeting by introducing Robert D. Watson, Communication Center Engineer, State Service for the Blind, Minnesota, as Chairperson.

A detailed outline was presented by Mr. Watson for those interested in starting a RRS studio and/or broadcasting facility.

A keynote was cooperation between the studio engineer and the transmitting station engineer so as to mutually resolve operating difficulties rather than generate adversary roles. Each engineer should be technically qualified to understand the SCA requirements and should hold a First Class FCC license. It is important that the engineers work together in order to achieve a good listening quality which is not fatiguing to the listener.

It is better and cheaper to start the studio with good equipment and good technical talent rather than "patch-up" or adapt later. Construction of a good sound studio should be made of brick, block and cement so as to eliminate vibrations. Doors





should not be hollow core. Double walls with sand fill and a second wall with fibre glass should be used. No two surfaces should have the same dimensions. If glass is used it should be double  $\frac{1}{4}$  inch thickness, but not parallel to each other. Also needed is good ventilation -- High Volume, Low Velocity with noise filters. Note: blowers are used on both inlet and outlet ducts.

Tape recorder should be open reel  $\frac{1}{4}$  inch tape,  $\frac{1}{2}$  track, 3-3/4 inches/sec. with 1 mil high grade tape, white leader on odd-side and yellow leader on even-side. Volunteers with stereo recorders should record on the left channel only. A minimum of 6,000 hz response is needed.

Premeasured tapes of 58 minutes are used. The volunteer subtracts the unrecorded time, at the end, from 58 minutes and marks it on the box. Broadcast cartridges are used for spot announcements or for delayed programs. The control console should have 4 Mic inputs, 4 phono inputs and two outputs. It is best to order a professional console so as to be more standard. Signal processing should be a CBS type equalizer and peak level control. Preemphasis is 75 ms, with a 5 khz cut-off filter. See outline material in CPB manual on Receivers.

Michael Shields, Engineer, KSJN, Minneapolis/St. Paul, Minnesota, also stressed the importance of cooperation between the SCA operator and the broadcaster with the need for mutual respect to be developed in the early stages.

Degeneration is often caused by poor equipment or over-modulation. The earlier receiver problems ("Birdies") have been eliminated with a new stereo decoder. Select areas with good coverage since a weak signal will degenerate SCA first.

A report was given by John Keane, Technical Director, Radio Talking Book, Seattle, Washington and Secretary of the Technical Receiver Committee. The meeting was held January 27 and 28, 1976, in Minnesota. The Committee developed comparative measurement procedures for receivers to allow the RRS to compare different receivers with a uniform measurement procedure. These measurements would be carried out by an independent laboratory in the future. Initial testing should begin in nine months.

## PROGRAMMING

Dr. Margaret W. Rockwell, President and Director of the Washington Ear, Inc., Silver Springs, Maryland, was Chairperson





introduced the session by indicating that, in her opinion, programming should include alternate programming, reflect regional differences in listening desires, be in a position to retrieve information from other sources and to make that information available to local listeners; program always should reflect an on-going need regarding individual needs of listeners.

Some type of poll should be on-going in reference to what the listener is interested in hearing. This, of course, calls for continuous feedback from the listeners, as the Black population in one segment of the country may have different desires from the Mexican-American population in another section of the country. A Talk Show may be very popular in one area, but go over very poorly in another.

She feels that there is definite merit in having a rigid schedule, so that the listener can depend on making time available when his favorite program is on the air. Several stations have set up a system whereby the listener can call in to learn of the daily programs scheduled. One station, for example, requests that listeners call in between 1 and 2 p.m. to make comments about the program, suggestions, complaints and so forth.

Mr. Alvin L. Bolt, General Manager, WPLN Talking Library, Nashville, Tennessee, spoke of the fact that his Public Library is an extension of the Library Program and receives applicants, which have been processed by the Tennessee Library for the Blind and Physically Handicapped. His station can cover an area of approximately 95 miles from the Center of Nashville. Although they have been on the air only about a month, they now have 500 Receivers in the hands of listeners.

Mr. Bolt and his staff use some 350 volunteers and feel they need 130 or more just to read the newspapers and he has a Consumer Advisory Board, consisting of nine persons. The program is on the air 11 hours daily, Monday through Friday and he stressed that the program was started with very little money. He agrees that consumers should be contacted on a regular basis to learn of their listening habits and to suggest programming to meet their needs. His station is concentrating particularly on newly blinded individuals as this is an area need that Radio Reading Service can certainly fill.

Mrs. Florence Horvath, Business Manager, WKAR Radio AM-FM-FCA, Michigan State University, East Lansing, Michigan, indicated that their program is on the air 8 hours daily with a period of two hours in the morning and two hours in the evening spent in reading newspapers. There is an Advisory Committee of both sighted and blind individuals, and presently there are two full-time employees. She





is proud of the fact that listeners do call in on a regular basis to make comments about the program, and she feels that they do have a very positive relationship with the station.

Mr. Stanley Doran, Executive Director, CORRS, Columbus, Ohio, indicated that their station was on the air 12 hours daily, six of which are spent in reading newspapers and three in reading a variety of magazines, and so forth. Mr. Doran is proud of the fact that the newspapers are given freely by the publishers, and several are torn up, so that sections can be read when requested. Their station decided to be on the air on Saturdays, and is silent on Tuesdays. Presently there is a staff of five individuals, and they use many spot announcements, from time to time.

During the question and answer period, all speakers agreed that politicians should be placed on the air whenever possible; employment opportunities should be mentioned, particularly in reference to successful placements; and that many organizations, particularly those serving the blind and other handicapped seem to respond less vigorously to invitations to have time on the air. Listeners do not like to listen repeatedly to different organizations which have different philosophies and may be inclined to quarrel with each other over the microphone. Some educational programs seem to be well received and recently, programs centering around Techniques of Daily Living are proving to be very popular with many newly blind individuals.

Again, all speakers agreed that innovation and initiative still is a very important factor in a successful Radio Reading Service that does meet the needs of the majority of listeners.

#### NATIONAL SERVICES

Mrs. Patricia S. Smith, Director, Information Department, AFB, was Moderator and Frank Kastner, Director, Radio Information Center for the Blind, Philadelphia, was Chairperson.

He asked if National Public Radio could provide a half-hour on legislation. He does not tape Newsweek, since these are on Sound Sheets. He recommended Ebony Magazine and material on Supplemental Security Income. He stated that the exchange of tape could be a very worthwhile service to new and smaller stations, and indicated that four-track tape recordings were not reliable. He suggested that AFB coordinate all Radio Reading Services, with special stress on the "national" service efforts.

Mrs. Elaine Davenport, Coordinator, Radio Talking Book, Seattle, Washington, discussed demonstration programming, giving

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samples of news programs and a description of services. She and Mr. John Kean have a one-hour tape useful for new people in the field; Mr. Sperber has a one-hour tape dealing with eye conditions and another with a blind couple. Other tape materials include: National Observer, and Christian Science Monitor. For older persons, random reading in a lighter vein is suggested and gave as examples, the Audio Reader in Kansas, and Spanish Instruction. There is a very popular tape on Social Security and the Blind Worker.

Bicentennial readings, including the Time issue dealing with 1776, and "It All Started With Columbus" were suggested. Additional recommendations were material on architectural barriers, an in-depth history of Minnesota, Claudia's Kitchen, biographical material about composers interspersed with two to three minutes of their music. Her conclusion was that there is every indication that a valid service can be rendered to local stations through the interchange of tape.

Mr. B. T. Kimbrough, formerly with Dialogue Publications, Berwyn, Illinois, expressed the need for National Services for 1/2 to 1 hour weekly program to provide national information, including important meetings, etc. One or twice a year there might be a Convention piece that would have particular meaning to all blind people. He recommended that somebody be assigned or drafted for this purpose but that they should be paid by the member agencies using the service.

Concerning legislation, Mr. Kimbrough stated that this was a special service reflecting the needs of all blind people and it could be more economical if done by one individual, rather than having many groups send representatives. Special news would be getting out quickly while the less substantive issues would be covered in a weekly summation. He described another possible effort such as new aids and appliances, and gave as an example the APH Varying Speech Module. He urged that this be packaged by a blind person and that the individual would be paid on a fee for service basis.

Cheryl Strange, Radio Special Projects Manager, Corporation for Public Broadcasting, Washington, D. C., described an inter-connecting system among stations, rather than the sharing of tapes. She recommended that efforts be made to secure funds for a pilot program for studying this approach. Since 35 out of the 54 Stations are already M.P.R. linked, this tie could be developed further via the telephone line linkage.

Mr. Presley Holmes of National Public Radio, urged that all people involved in Radio Reading Services coordinate their fund-raising efforts. He raised the question of support of some



stations by the Corporation Public Broadcasting because of their affiliation and standards for NPR linkages. He described the "esprit de corps" of NPR because of linkages with stations which were away from the "Main Line". The tape services of NPR are available to non-commercial stations.

Mr. Holmes described the 185 NPR stations funded by the Corporation for Public Broadcasting. NPR pays for the telephone lines which are very expensive and the subscribers pay an annual fee.

The current count of stations is 54 broadcasting, with 72 or 73 transmitters. 35 of the 54 stations are affiliated with National Public Radio. 41 of the 54 are S.C.A.; 6 are affiliated with commercial carriers. Of the latter 3 are operative where there isn't any public radio program. There has not been as extensive a response to NPR as some people thought.

During the question and answer period there were differences of opinion concerning tape or electronic exchange. Mr. Kastner indicated that he will supply his tape material provided a user will send a blank tape to him.

#### COPYRIGHT AND OTHER LEGISLATION

Mr. Matt Coffey, President, Association of Public Radio Stations, Washington, D. C., said the association was three years old and was established to represent public radio stations' interest before the Corporation of Public Broadcasting, other federal institutions, the public and interested private groups.

In this process, the Association encounters three government institutions:

1. The Federal Communications Commission is important because it controls, is the licensing authority and is responsible for the rule-making for the non-commercial band.
2. The Department of Health, Education and Welfare administers the Public Broadcasting Act and has since 1969. This is a source of funding for receivers on a matching basis. Grants for SCA receiver money must be made to a licensed station. Amendments to this act are expected which may include \$2,000,000 exclusively for receivers.
3. Congress passes copyright legislation and is presently involved in updating.

One goal of the Association is to increase the number of non-commercial stations which would make available SCS channels for Radio Reading Services.





He outlined APRS work in the following areas:

- further rulemaking adopted by the FCC to consider expanded use of noncommercial subchannels;
- H.R. 9630, the Educational Broadcast Facilities bill, which will allow the noncommercial licensee to apply for 75% matching funds for SCA receivers; and
- H.R. 2223 and S. 22, bills now before the Congress to revise copyright legislation.

Coffey also reported an ongoing attempt by APRS to get a "blanket" waiver of the FCC regulation prohibiting reading of commercial messages from newspapers on noncommercial subchannel services for the print-handicapped.

Coffey said that whenever possible, APRS sought input from radio reading services, but that time constraints had made it necessary for APRS to initiate or undertake some actions in these areas on behalf of radio reading services. He called for further involvement by radio reading services in legislative processes, and proposed formation of a radio reading service legislative committee to work on these problems. Coffey stressed the necessity of the services and consumer organizations presenting a unified front before Congress. He also urged services to involve legislators in their local programs. He said that a great number of Congressmen did not know of the existence of radio services for the print-handicapped. He suggested that services invite Congressmen in for a tour of the operation and to participate in programming.

### Copyright

Coffey explained language to exempt radio reading services in sections of both the House and Senate copyright bills. APRS had proposed, in response to the Senate, exemption language which read, "performance of a literary work in the course of a broadcast service specifically designed for broadcast on noncommercial educational radio and television stations to a print or aural handicapped audience" and was adopted by the Senate in passing S. 22. However, that amendment in the House (Section 110(8) of H.R. 2223) was reworked by Committee members and staff to read:

- (8) performance of a nondramatic literary work, by or in the course of a transmission specifically designed for and primarily directed to blind or other handicapped persons who are unable to read normal printed material as a result of their handicap, or deaf or other handicapped persons who are unable to hear the aural signals accompanying a transmission of visual signals, if the performance is made





without any purpose of direct or indirect commercial advantage and its transmission is made through the facilities of: (i) a governmental body; or (ii) a non-commercial educational broadcast station (as defined in section 397 of the Federal Communications Act of 1934, 47 U.S.C. §73.293-.295 and 73.593-.595); or (iv) a cable system (as defined in section 1111(e)).

The following proposed amendment to extend the exemption to dramatic works on subchannel service for the print-handicapped was defeated:

This exemption shall, subject to the provisions of this subsection, apply also to performance of a dramatic literary work, but only if its transmission is made through the facilities of a radio Sub Carrier Authorization as specified in clause (iii), whose programs are directed primarily at the blind.

Committee hearings on the House bill have been completed. The bill is now in 'mark up' prior to submission to the full Judiciary Committee and then to the House.

Exemption language (Section 110(8) of S.22) in the bill passed by the Senate reads as follows:

(8) performance of a literary work in the course of a broadcast service specifically designed for broadcast on noncommercial educational radio and television stations to a print or aural handicapped audience.

#### FCC Further Rulemaking re Noncommercial SCA (Docket 19079)

Coffey also noted FCC institution of a further rulemaking to consider expanded use of noncommercial subchannels. Under consideration is the question of allowing "nonbroadcast" uses of noncommercial SCA (e.g., for data transmission or radio paging). APRS and CPB filed comments with the FCC. Both urged the Commission to allow "non-broadcast" SCA utilization, provided broadcast services such as those for the print-handicapped have priority.

#### H.R. 9630, the Educational Broadcast Facilities Act

H.R. 9630 has passed the House, and the Senate with one technical amendment (see attachments).

#### FCC Waivers

Each subchannel service for the print-handicapped using the SCA facilities of a noncommercial licensee intending to read newspaper advertisements must obtain approval in writing from the FCC. The

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station licensee must file a letter requesting this approval and indicate on FCC Form 318, Request for Subsidiary Communications Authorization, the intent to read commercial messages from newspapers.

Because there is only a short time to go with the non-profit exemptions that exist now for SCA, the speaker strongly suggested the group to form a legislative committee to make its needs known to individual legislators and to draft certain wanted provisions for copyright and other legislative changes.

#### THE CORPORATION FOR PUBLIC BROADCASTING'S INTEREST IN RADIO READING SERVICES.

Thomas C. Warnock, Director of Radio Activities, outlined areas of CPB support of radio reading services, estimated at \$100,000:

- "Radio Information Services for the Print-Handicapped Handbook" available from CPB in inkprint, braille, and audio cassettes
- Since January 1976, publication of newsletter for SCA and radio reading services, titled "SCALogram"
- Staff available for telephone, site consultations:

Cheryl Strange, Radio Special Projects Manager (now permanent position within CPB's Radio Activities Office)

Nathan Shaw, Radio Development Manager (expert in fund-raising)

Montine Clapper, Coordinator of Radio Volunteer Activities

Philip Rubin, CPB's Director of Engineering

- CPB funding to further technical studies of SCA receivers.

He addressed the philosophical point that "just being there may not be enough". He suggested that scientific comparisons of various programs offered need to be done; testing consumer reaction to programs currently available, and ascertaining what other program services are needed.

Mr. Warnock outlined some options for national service: tape exchange (library); production of specialized programming (to be fed by interconnected system); or some combination. He suggested that it might be unwise to take the first option available and start a national service; that further research is needed. If monies for a national service become available (and he thought





funding probable) there could be a convention to discuss real needs, look at full potential of national service.

The potential of satellite use is one additional factor to consider, and CPB is now investigating it.

He clarified question of radio reading services affiliated with NPR. Of 72 stations with radio reading services, 41 were SCA, remaining were main channel (offering far fewer hours of service). 31 SCAs affiliated with NPR, 6 SCAs used commercial facilities. CPB is discussing possibility or working to bring public radio to those communities.





## WORKSHOPS

### Volunteers, How To Train and Use

Ms. Joanne Jonson, Communication Center, State Services for the Blind and Visually Handicapped, St. Paul, Minnesota, was the Chairperson.

All three sessions began with a description of the Volunteer Program, associated with the Minnesota Radio Talking Book Service, which operation is part of the agency's Communication Center. The Center has five sections: Braille, Tape Textbooks, Radio Talking Book, Engineering and Equipment. Volunteer services are utilized in the Braille, Tape Textbook and Radio Talking Book.

Approximately 100 volunteers are assigned to the Radio Talking Book operation and an additional 150 volunteers work in the Braille and Tape Textbook sections. The Minnesota operation is unique in that the 25 member professional staff and the 250 member volunteer corps can be assigned to any section within the Center, whenever and wherever their services are appropriate.

Volunteers are recruited through community resources such as communication media (newspaper articles, radio and T.V. programs, and spot announcements), local publications, and word of mouth. It was emphasized that the Minnesota Program was not interested in recruiting volunteers for traditional activities.

Publicity is more negative than positive in that it emphasizes the impersonal rather than a one-to-one relationship service that is involved in preparing textbooks and RRS materials. Recruiting information is work oriented in that it requires the volunteer to commit three hours of his time per week, over a one-year period for participation in the program. On receipt of the potential volunteer's application, arrangements are made for an oral test. This audition covers several areas:

1. Vocabulary (100 carefully selected words from local newspapers). Phrasing, diction and interpretation are important and pronunciation is essential. The program requires a 92% score in order to pass this part of the test.
2. A general reading selection from a college philosophy text.
3. Selections from literature, poetry, drama, children's stories and newspapers.





4. A terms test is given in the area of interest indicated on the application form. For example, Biblical literature, psychology, biology, music, art, etc.

This same oral test also forms the basis for selecting volunteers for the tape textbook section.

With the exception of the children's stories section of the oral test, the applicant is required to "sight read" the various sections without any opportunity to pre-read the material. This procedure tests the individual's ability to handle assignments that cannot be pre-read before broadcasts such as newspapers.

Tests are evaluated by visually handicapped teams, usually college students with several years of experience in using recorded material. If the prospective volunteer fails the test, a letter of rejection is issued by the program. At best, this is a most difficult task, requiring extreme tact and diplomacy. The letter is based on a list of good reading characteristics that is issued to the volunteer prior to taking the oral test. Reference is made to the applicant's "good" reading qualities as well as those negative characteristics as they appear on the list. Once accepted, it is then decided whether the volunteer should be assigned to the tape textbook or Radio Talking Book Service.

The following are ideas and suggestions that developed during the discussion period of each of the three Workshops:

The preparation of taped broadcasts is not monitored, however, the first two tapes of any broadcast are spot checked for format and quality of performance.

Radio and T.V. announcers are not necessarily good candidates for the preparation of material for Radio Reading Services. Their style of announcing could interfere with quality reading performance. The Minnesota program has had very few candidates from broadcasting schools pass their oral test. Vocabulary presents the greatest problem. If there is a good broadcasting school in the community, volunteer service with a radio reading service could provide excellent broadcast training.

University students and faculty can be good candidates for RRS services; however, turnover at the end of the school year could be a negative factor in their on-going participation in an experienced volunteer corps.

Some of the Workshop participants had had favorable experience with newsroom announcers from commercial communication media as well as members of affiliated organizations such as the American Women in Radio and Television organizations.





The Minnesota program has several readers working from their homes, providing that they use quality equipment and comply with the format as well as the time and production commitments.

Delinquent volunteers can be eliminated from the program in a variety of ways. For example, outside pressures on the individual's time to contribute to the program can be suggested as a reason for delinquency. The staff can recommend a temporary layoff from the program, thereby providing the volunteer with the "out" that usually results in termination of the service. If the staff feels that the volunteer can still be of value, assignment is recommended to another phase of the program more in line with the volunteer's area of interest.

Volunteers should be encouraged to make recommendations of change and improvement in the program. When assignments have been completed, some RRS programs have the reader submit a "rating" sheet of the broadcast they have just finished. This procedure often results in worthwhile suggestions as well as recommendations for additional books that could be included.

Since some programs utilize the services of volunteers that work in their homes, personal contact between staff and those readers is encouraged. Personal notes, telephone calls, etc., are advisable since they help to maintain unity, liaison and morale. The Minnesota program assigns a receiver to a new volunteer for approximately one month, so that he can learn by monitoring his own performance and by listening to other people's work. Listening to broadcasts also provides the volunteer with a broader concept of the program in general.

The Minnesota Program sends copies of its broadcast calendar to all volunteers. This is an effective way to maintain contact with readers and an excellent public relations vehicle for the reader to inform other people about the service.

The Minnesota Program discourages any overt recognition of volunteer activity. It is their feeling that the volunteer's identification as part of the program, with pride in doing the best job possible, should be sufficient justification of the volunteer's value and contribution to the service.

The volunteers that are rejected as participants in the RRS program can be referred to other community agencies where their services can be better utilized.

Another system of evaluating potential volunteers includes:

- a. A ten minute audition tape (this audition tape is separate from the orientation of the volunteer to the program).
- b. A pre-read editorial, and
- c. A 75-word vocabulary list.





Concerning the question of reader fatigue in the preparation of recorded material, it was recommended that the length of time a volunteer would be asked to read at any one sitting, depends on the individual volunteer's preference. The Minnesota Program requires a minimum of three hours per week. This time frame usually results in the production of one tape. This commitment can be covered in one sitting, or in the case of a person recording at home, it could be accomplished over a period of several sittings.

In view of the size of the Minnesota volunteer reader corps, and the 19-hour per day broadcasting schedule, the staff envisions two potential problem areas:

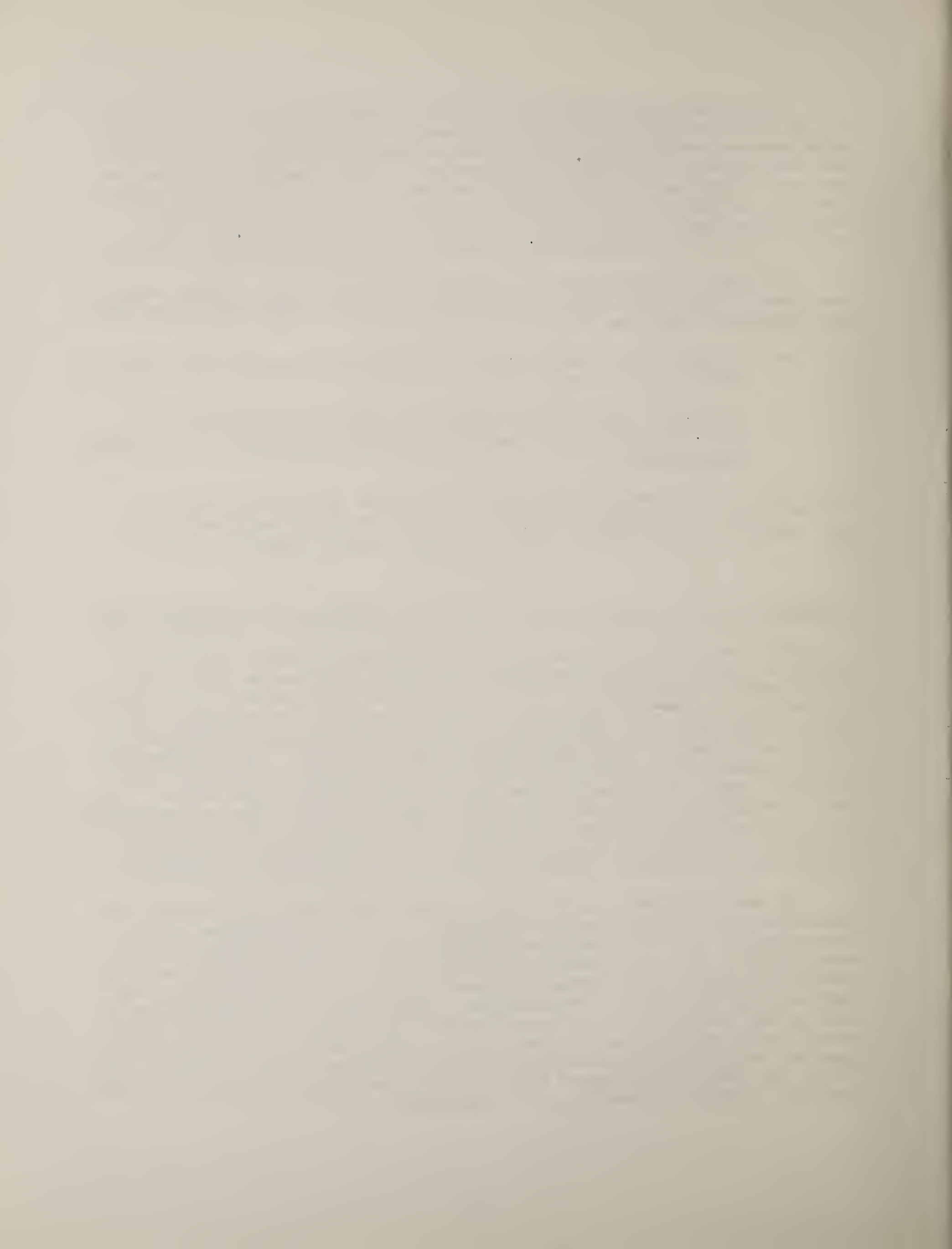
- a. Smooth and steady flow of reading assignments for maximum productivity, and
- b. Thorough training of volunteers regarding bookkeeping procedures such as the marking and processing of finished assignments.

It was interesting to note that of the 250 volunteers involved in the Minnesota Program, only 80 work on assignments at the Communication Center; the remainder work at home.

#### Fundraising and Funding, with Particular Emphasis on Grantsmanship

This session was repeated three different times, with Mr. Nathan A. Shaw, Radio Development Manager Corporation for Public Broadcasting, Washington, D. C., acting as Chairperson. Mr. George A. Magers, Assistant Director, Rehabilitation Services Administration, Office for the Blind and Visually Handicapped, Washington, D. C., was present only during the first session. Since there was no replacement in subsequent sessions, Mr. Murray, Regional Consultant, AFB, volunteered some information gained from notes. Mr. Ruch, Regional Consultant, AFB, was present during the third session and also provided information, particularly on the "Ohio Story". A total of 51 individuals attended the three sessions with much exchange of information taking place during all of the sessions.

It was stressed during each session that federal funding for expansion and innovation is allotted to all the 50 States on a formal basis and is allocated to that state agency which has responsibility for vocational rehabilitation. Consequently, all requests for such funds should be made to the State and not to the Regional HEW Office, or Washington. Generally, the match is on a 90% to 10% basis with one-year funding approved at a time. There seems to be hesitation on the part of some states to approve requests, which would include the actual purchase of receivers. However, Mr. Magers indicated that the request should be complete and include needed equipment to be purchased.



It was revealed that Title XX Funds should be considered in each state; recently, in Pittsburgh, Pennsylvania, a sum of \$151,000 was granted from Title XX Funds, which was to be used as an entire start-up program. 1,000 receivers were purchased with funds from Title XX.

In some states financial assistance has been received from private Foundations and from revenue sharing funds, allocated to the state. Interested persons were encouraged to make contact with City Hall to find out who controls the purse strings and make known wants as far as the blind population is concerned. Several fund-raising activities such as a Celebrity Golf Tournament and sale of "junk" were revealed to the group. Some interest was created in the area of subscriptions, and several stations are now requesting that listeners contribute a monthly or yearly sum, probably in the area of \$15 to \$20 a year for the purpose of receiving service.

In the area of grantsmanship, all individuals present were encouraged to know to whom you are addressing your proposal, the parameters of the topic, or the service area being covered. It was announced that a copy of the "Ohio Story" would be distributed later so that attendees could have in their hands an actual proposal which received funding.

Mr. Shaw stressed the fact that all proposals should be simple, honest and aware of the need. The third aspect should include your own philosophy and spell out very clearly the needs of the consumer for whom you are applying to receive funding. He further indicated, that in his opinion, 100% funding for any Radio Reading Service from a single source is actually a "fatal flaw". Mr. Shaw expressed the strong opinion that this single-source funding could dry up overnight, and thus, the program would go down the drain unless emergency funding were obtained. He stressed the fact that funding should come from a different number of sources.

Mr. Ruch pointed out that, in his opinion, RSA Funds could be used to purchase receivers and all equipment necessary to start up a program. This was real stirring to many in the group.



THE HISTORY OF THE  
CITY OF BOSTON  
FROM THE FIRST SETTLEMENT  
TO THE PRESENT TIME  
BY  
JOSEPH NEALE  
OF THE BOSTON BAR  
IN TWO VOLUMES  
VOL. II.  
BOSTON: PUBLISHED BY  
J. B. LEECH, 15 N. MARKET ST.  
1845.

## How to Start a New Program

Cheryl A. Strange, Radio Special Projects, Manager, Corporation of Public Broadcasting, was Chairperson. She introduced Mrs. Margaret Vernon, FCA Coordinator for Station KPBS-FM of San Diego State University, San Diego, California and Walter Boninger, Associate Executive Director, Cleveland Society for the Blind, Cleveland, Ohio.

Mrs. Vernon prefaced the program by saying that there is no one standard way to start a program of Radio Reading Service. The Radio Reading Program in San Diego began in 1975, as the result of a survey that identified the need. There was no umbrella organization to find out the number of blind or print-handicapped persons, and therefore, the survey seemed to be the best way to see whether or not this was something that was needed.

On the basis of the survey a number of individuals, and not an organization, started the service. They had a Press Conference and blindfolded the reporters. They held an auction and a dinner-dance and raised \$12,000, enabling them to get into operation with all broadcasts live.

The total budget is the \$12,000 which was raised through the various activities and benefits, mentioned previously. They have prepared a number of grant applications, and are hoping for a firmer base for financial support. The Radio Reading Service started with only 20 receivers and one staff person. The listening audience is of about 400 persons, and there are 110 active volunteers, who read for them.

The main problem in San Diego has been to identify users. There have been public service announcements on radio and TV; a pamphlet was included in the water bills of all of the residents in the community. In addition to Mrs. Vernon, who is the chief staff person, they also have an on-the-job training operator from the Division of Vocational Rehabilitation. The technical aspects of the Radio Reading Service Program are carried by the Station, KPBS-FM of San Diego State University.

Mr. Boninger referred people to a copy of the "Ohio Story", which tells how the program got started in Cleveland. In 1974, the Director of State Services for the Blind called a meeting of all organizations concerned with the blind and wrote a proposal for five communities to have Radio Reading Service Programs. However, the state decided it only wanted to fund two communities and Cleveland was one of them.

As Cleveland has no public radio station, its radio reading program started on a commercial station in March, 1976 with only 30 receivers in operation. They found that Talk Shows are the most interesting with an exchange of views over the telephone. They have made application for a second-year grant, and are asking persons who are receiving the program to subscribe at a fee of \$15 a year.

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements. This period is characterized by the exploration of the continent by Spanish, French, and English explorers, and the establishment of the first permanent settlements by the English in 1607. The second part of the history is the period from the establishment of the first permanent settlements to the American Revolution in 1776. This period is characterized by the growth of the colonies, the struggle for independence, and the establishment of the United States as a new nation. The third part of the history is the period from the American Revolution to the present. This period is characterized by the development of the United States as a major world power, the expansion of territory, and the growth of the economy.



There is an Advisory Committee, including representatives from the DVR, the State Library, the NFB, State Services for the Blind and the Director of the private agency for the blind. This Committee is consulted about program content primarily. Now there is a staff of 5 persons. The Telephone Pioneers are supplying the receivers to the listeners and there is a waiting list of over 211 people. There has been an attempt to provide some rehabilitation services to the blind via this media. Programs in this area have included information about the skills needed for certain kinds of jobs, personal management, how to apply for a job, responsibilities of rehabilitation counselors in helping people get a job, and so forth. They make information available about careers, and it has been their experience that this kind of programming helped persons who are waiting for jobs to maintain their interest during the waiting period, before they are referred for employment. It is the point of view in Cleveland that Radio Reading Service Programs have a rehabilitation potential. They have had a problem, however, justifying funds from vocational rehabilitation on this basis, because it is difficult to measure the impact of Radio Reading Services on the Rehabilitation Process.

In Cleveland they pay \$12,000 a year for the use of a sub-channel on a private radio station. Next year the cost will be \$15,000, and increase \$1,000 a year, to \$20,000.

Mrs. Strange indicated that public radio stations can, and do charge, but the fees are not as high as those in Cleveland.

The second Radio Reading Service Program in Ohio is located in Columbus, and there the charge is only \$3 an hour for the use of the sub-channel carrier.

The transmitting studios in Cleveland are run by telephone cable to a transmitter at another place with the studios based at the Cleveland Society for the Blind.

Mr. Boninger concluded his presentation by saying that the Cleveland experience has been unique because their program is housed in a private agency for the blind.

Questions that were raised in the discussion included such questions as: Should we cooperate with other agencies, or should we incorporate Radio Reading Services on their own. It was indicated that most Radio Reading Services are run by one agency, either a State Agency, a Library for the Blind, or some one organization, rather than being run by a number of organizations.

Another question, which came from the floor was with regard to working cooperatively with University Radio Stations, which were supported by "friends". Is it better to throw our lot in with University Stations, or should we go it alone? No one answered this question.



George Harris, of York, Pennsylvania, said that they are now leasing from a commercial station on a CAB band.

The question was raised with regard to the Cleveland Program as to how much staff costs are. The answer was about \$50,000. This includes the Staff Manager and two technical people.

Mr. Boninger was asked, now that Cleveland was on the air, if there is anything in writing as to how they propose to proceed. Mr. Boninger referred people to the "Ohio Story".

The question was asked whether multiple or single selection on receivers was best, and Cleveland replied that they have multiple selection and wished that they didn't have it.

There was discussion about the adaptability of the current receivers for use by the physically handicapped and by some blind persons, who have the problem of turning the set on and off. It was suggested that the manufacturers of sets be approached, so there could be a better switch arrangement and everyone would be able to turn on and off the receivers.

The question was also raised about whether it is good to sign a contract for services. It was agreed that there is protection in signing a contract, because it obligates the radio station to do certain things for the Radio Reading Services; it was the opinion of the group that in negotiating with either a commercial or private station, all negotiations should be handled through a lawyer.

In the initial publicity of a new program, it is important to tell the story, and to get to the community at large and all the organized groups of the blind. All should have an opportunity for input in programming, and a survey should be made as to whether or not potential users are willing to pay a fee.

It was the consensus that promotion and publicity is an on-going effort and never stops. It was also the general opinion that most stations will inevitably end up with a waiting list for receivers, and that a way needs to be found so that persons not using the receivers return them, so other people may have the benefit of them, rather than just letting them sit at home unused. Those who were operating stations said that in most instances they have found when people no longer need the receiver, they have been conscientious about returning them to the station.

This group was very poorly attended at the first session, with only four people present, including myself. At the second session, on Wednesday, there were about 15 people in the room, and on Thursday morning, May the 13th, only six people were present.





## Programming Specifics, What Do You Do and What Has Worked For You.

Margaret W. Rockwell, Ed. D. was Chairperson and Rev. Boniface L. Wittenbrink was the Resource Person.

They described their programs, and questions were posed, and comments made by the audience at the conclusion of their presentations. Each has a thousand receivers in the field.

Dr. Rockwell described the placement of receivers in hospitals and plans to get some into the National Institutes of Health. She stressed quality of programs, rather than quantity. Her news programs are from 7-9 in the morning and are repeated from 10-12 in the evening. She uses local, and national newspapers including the New York Times, Wall Street Journal, and comics for 1/4-hour daily and 1/2-hour on Sunday. The sales ads are given on Monday, so consumers are able to learn about the ads in advance of their being published in the local media. The best food buys are broadcast Thursday mornings and evening.

Best sellers are broadcast in serialized form and selected portions of Time magazine are broadcast weekly on Wednesday evening. In addition to the news, cartoons and pictures are described. Similarly, Esquire and Ms are also broadcast, once monthly.

Weekly interviews with Congressmen, Senators, employers, blind persons who have something interesting to relate, are aired. One session was devoted to the new Metro System in Washington. In the area of Home Economics, she described a Saturday program by a blind homemaker, in which she has interesting guests such as chefs, psychologists, teachers, etc. participating. They answer many questions, including those on cooking, coping, gardening, raising children, etc.

Dr. Rockwell indicated that condensed books and panelists present different materials dealing with books. Church services are broadcast Sunday mornings. Additional magazines include Sports and Black Life, which is read by black volunteers because of the extensive black population in the Washington area.

One of her innovations is having dramatic reading by live persons. She is unconcerned about copyrights at the present time, but feels that this matter will come to a head shortly. She also has broadcast material dealing with outstanding people in the field of music such as Judy Garland, and has played the records as background music, while the narrative is being read.

Another innovation is a listing of the calendar of events, which is given on Sunday listing all the activities in the Washington Area. During tax season, she is able to secure income tax specialists who gave very extensive instructions on the preparation and interpretation of the tax return. An interesting program on health is entitled, "Enjoy Life and Good Health". She broadcasts a summation





of opera news and is projecting a program for teen-agers, dealing with coping problems.

Rev. Wittenbrink described many similar programs as Dr. Rockwell. His emphasis is on consumer feedback. He was able to secure volunteers to operate the station on Sundays and ties in with United Press International in the morning. He gives the weather, five times daily by a local meteorologist, and also secures national weather information as well.

He described his Talk Show, which opens up communication with consumers quickly. His sales programs are described as a shopping spree and food facts, each three hours weekly. His approach is more personal, and he involves many non-blind persons and is personally known to many of these people. He often allows people to pass personal comments of a controversial nature, and in his broadcasts he describes how he is pleased to hear from individuals, compliments different people, when there is an indication that they are making progress.

He indicated that he has instantaneous play and this does not present any problems. He allows telephone calls up to a maximum of three minutes. Some of the people identify themselves, and others remain anonymous.

In his programs he includes information by ophthalmologists, veterinarians, etc.

During the discussion, a suggestion was made that rehabilitation agencies work together in training clients in outlying districts with the use of taped materials and the cooperation of state and voluntary agencies, especially with the use of volunteers.

During the discussion there was a recommendation made that Regional Libraries have time on the air to tell of developments and problems they are experiencing.

One person in the audience described the Louisiana Jazz Festival, including visits to the Fair Ground. Another program of live theater was suggested. Concerts were not taped since people believe that local stations could do this on regular broadcasts, along with National Public Radio. There was another recommendation that tapes be exchanged and that the emphasis should be on service and not entertainment.

Another participant suggested that travel information and tours be put on tape and broadcast. This would describe local and national historical sites in a community, the location of shops, facilities, hazards as they relate to travel, etc. Additional comments were made that this should be part of Library Services rather than Radio Reading.



Dr. Rockwell suggested that, if a reader wishes a program when the individual is not at home, a time and tape-recorder be employed to catch the recording. She indicated that stations should have a schedule of programs in order to enable the people to know what was going to be broadcast. She stated that Codephone is helpful in developing a program schedule; although the cost was \$500 plus the telephone line, she felt that this was part of the program.

There was considerable discussion relative to unexpurgated material. This was broadcast on some stations as an adult hour. Some people felt that this was offensive, especially older people. The concensus of the group was that the blind people are not children and should not have their material edited. All people have the right to popular material.

Recommendation was made that news programs be balanced, Compressed Speech be employed, especially in the reading of books and magazines. There was a brief discussion of the problems of commercial carriers and copyrights.

#### Technical and Engineering Information Exchange

Mr. Robert Watson, Communication Center Engineer, State Services for the Blind, Minnesota, was Chairperson for this workshop which met only once. General discussion revolved about recording media and standardization of recording format.

Bulk erase all tapes before recording to minimize background noise. Two track recording 3-3/4 inches/sec. is the best universal format. If editing will be performed, then only use one track. Do not record slower and do not use 4-track. Exchange tapes should use leadered tape only and the length should be accurately timed. White-leader (front) plastic, and yellow trailer (end) paper should also be used. It is suggested that the take-up reel be a different color (red) with a braille label to indicate it is a take-up reel. An equalizer should be used before the program is aired. Emphasis was placed on quality equipment, microphones, duplicators, recorders and processing electronics.

The last part of the meeting concentrated on transmission problems. The biggest problem is cross-talk. It was strongly emphasized that competent personnel can correct these problems quickly. A simple rule was given: if the stereo is O.K., it should be O.K. for SCA. If not, it must be the received.

Correct signal processing is the next most important factor after the transmitter. Presently, there is no commercial equip-





ment available to process correctly the SCA signals. It is important to put as much average signal in the 5 to 6 kilohertz limits. 5 to 5.5 khz is approximately 100% modulation with extreme peaks at 0 khz. The cut-off and preemphasis should be carried out at the transmitter to avoid problems over the telephone lines.

The receiver needs either a good antenna to avoid multiplath reception or some electronic problem solving for a 3 foot whip antenna.

### Open Channel Broadcasting

James Jones, Executive Director, In-Touch Networks, Inc., New York City, was Chairman and Ms. Frances Garvin, President, KBPS Advising Council for Community Listening, Portland, Oregon, was Co-Chairman.

Mr. Jones offered what he called "prejudiced opinions" regarding the need to maintain or develop the use of Open Channel Radio Reading Services whether or not subcarrier services are available. It was indicated that Open Channel may be used as an excellent source for fund raising, for reaching out to possible users of Radio Reading Service and to let the general public know what services are available for blind and handicapped people. Open Channel also serves as an excellent source for public education. Through Open Channel the public can be made aware that blind and other handicapped people are normal. It also allows for securing volunteers for the Radio Reading Service Program.

Mr. Jones did indicate that the only way to be totally useful to the community is to have Radio Reading Services through a sub-carrier. There was a lengthy discussion regarding the method Mr. Jones used to develop his Open Channel services in New York City. The method of developing program was discussed and it was indicated that a survey of 3500 people was made to determine the kind of data and information desired. It was thought that the provision of training courses such as in "activities of daily living" and "household mechanics" would be somewhat unique. Plans to include information on job opportunities will also be available to listeners when subcarrier programming is accomplished.

The Portland program is somewhat unique in that it is not only on Open Channel but on AM (Amplitude Modulation). It was also stated that another particular advantage of the AM broadcasting is





that no special receiver is required, not even an FM radio, which allows for the use of portable radios, and can be taken anywhere within the listening range of the Radio Reading Service. Another advantage is that Open Channel does not separate or segregate the blind or physically handicapped person from a regular broadcast system. The subcarrier does have a tendency to segregate the listener.

There is one community, New Orleans, which is now planning their Radio Reading Service, and there's no intention to use a sub-carrier but an effort will be made to secure a license from the Federal Communications Commission to operate their own Open Channel FM Station. The expression was made that no problems are anticipated regarding copyright privilege.

Community Outreach: Finding New Listeners, Serving as a Referral Point, Public Relations

Chairperson was Mrs. Elaine V. Davenport, Coordinator, Radio Talking Book Service, Seattle, Washington. Mrs. Jo Kathmann, Assistant Director, Radio Information Service for the Blind and Handicapped, Belleville, Illinois, was a discussant. Approximately 28 persons attended the two group meetings.

It was significant that most operating radio stations were getting numerous requests for referrals or information about other community services. Most all attendees reported their stations had to recognize formally referral services, and most all stations had established a process of handling such inquiries. One station collected service agency brochures; another established a working relationship with tie-line services; others collected lists of all services in the United Way Directories; one station felt it was important to notify readers not only about the radio reading program but at the same time to notify them about state vocational rehabilitation programs for blind persons.

The State Library for the Blind and Physically Handicapped sent brochures to those persons listed on their mailing list describing their services. This process generated self referrals to the vocational rehabilitation agency. Applications for the radio reading service by one station were widely distributed in the community to various associations serving the physically handicapped, especially stroke patients and other handicapped persons in mental health institutions. One station attempted a listener contest but it did not produce good results. The mass media seemed to get the best results. Suggestions were made that new radio stations should develop a working knowledge of the existing referral service networks of various social welfare agencies and services in the community.





There were various methods used to locate new listeners; most had positive results. Some of the more successful methods included: local telethons; TV talk shows; speakers services using consumers of the radio reading service. Public relations activities also helped in finding new listeners. Many stations contacted local Lions Clubs, used trained volunteers to call on patrons to discover usage and results were then reported to the public. Special community anniversaries or other special community events were used to incorporate public information or public education programs in radio reading services. Some stations had developed special committees that were responsible for public education. No one reported significant findings on client usage from telephone or questionnaire surveys. One station had contacted heads of major business corporations and was successful in getting information literature about their programs distributed to employees.

The following are other major observations these two groups made: Attitudes on blindness from the consumer viewpoint about general community service available to him may be negative. Attitudes of the sighted toward the blind may be confusing. For programming and public relation purposes, a radio station will probably continuously encounter these types of negative attitudes and should prepare to take a significant positive role in attempting to ameliorate these attitudes. Some stations have questioned using the word "blind" in their official station names. Some non-blind users reportedly have resisted using the service because of the use of the word "blind". Mention was made that the Library of Congress' title of the Division of the Blind and Physically Handicapped Talking Book Program did not seem to suffer from similar significant negative results, even though the title includes the word "blind".

Most participants agreed a station would need to give special consideration to a planned public education program and a planned referral process. The provision of specific referral resources for the readers' benefit was considered equally important to that of general information giving.





## WHERE DO WE GO FROM HERE?

Mr. William Gallagher, Director, Program Planning Department, chaired the session and opened by introducing Mr. Stanley Potter, Director, Services for the Blind and Visually Handicapped, St. Paul, Minnesota, who in turn, introduced Mr. Loyal E. Apple, Executive Director, American Foundation for the Blind. Mr. Apple indicated that he was glad to have been able to come to at least part of the conference and was pleased that AFB was associated with the Radio Reading Services. He recounted briefly his trip to London to talk and work with personnel from mobility, dog guide schools, and teaching. He mentioned that the British Broadcasting System has a half hour a week program called, "In Touch", and discussed a possible exchange of information.

In getting to the topic of the morning, Mr. Gallagher asked, "Where Do We Go From Here", and indicated that an evaluation sheet would be sent out to each participant, as well as "The Ohio Story", a narrative of one state's effort to establish a Radio Reading Service. Mr. Travis Harris of Oklahoma asked, "What movement do we have to make, or, should we just quit?". Mr. Frank Kastner, from Pennsylvania, moved that there be a third conference of Radio Reading Services. The motion, which was seconded and passed, read as follows:

"Resolved that the 2nd Annual Radio Reading Services Conference supports the proposed Corporation for Public Broadcasting and National Public Radio pilot project to investigate the potential and problems of distributing programs for the blind and physically handicapped on a national basis. Further, the conference proposed the establishment of a national advisory committee to be composed of representatives of Radio Reading Services, consumers, station licensees, organizations of and for the blind and physically handicapped to support and counsel the pilot project. It is further resolved that the special committee on exchange of materials continue to work on an interim basis as needed."

In the discussion, Mr. Parker of Nebraska, wanted to know if there were not a need for a formal organization with constitution, by-laws, and so forth. Mr. Potter replied, that he was reluctant at this time to have another organization of, or for, the blind. He felt that Mr. Kastner's resolution gives us a base for going on until we have more firm convictions.

Miss Cruze, of Illinois, suggested that this Radio Reading Service might be an Interest Group of AAWB. Dr. McLean from Louisiana, felt that the committee could consider AAWB as well as others, and that it was too early to pick any one group.





Mr. Harris suggested that AFB be requested to stage another such national conference during the next calendar year, somewhere in the United States of America. Mr. Jones, of New York, seconded this motion. It was also felt by Mr. Bonninger, of Ohio, that the planning committee should be charged to look into the various directions that are possible and come back with recommendations for the next national conference.

Ms. Vernon, of California, seconded the amendment and endorsed the idea of the meeting and hoped that it would be an outlet for developing standards and exchanging ideas.

Mr. Jones felt that there was a need for coordination in gathering and disseminating information on fund-raising as it related to Radio Reading Services. Miss Strange, of the Corporation of Public Broadcasting, said that she would be glad to use their newsletter as this method of exchange.

Dr. McLean added that he hoped that the planning committee would come back with an analysis of approaches and the reasons for them. Mr. Salzberger, of Dallas, felt the committee should look ahead at least five to ten years. Dr. McLean urged the setting up of a legislative committee in order to insure the growth and development of new stations.

Dr. Rockwell, of Maryland, also felt that there was a need for a legislative committee to be formed; as SCA grows, it can be used by other groups also and have an even broader base. Therefore, she felt that a legislative committee could protect SCA for use of visually handicapped persons, and also could help designate funding channels.

Mr. Parker, of Nebraska, asked who would appoint the committee. Dr. McLean felt that the program planning committee might appoint this legislative sub-group.

Mr. Archer, of Oregon, has been in touch with Senator Hatfield's office. The Senator is very cooperative and happy to introduce legislation in his area, or get another legislator, (Senator Magnuson), to do it. The motion for a legislative committee was passed.

Miss Davenport, of Seattle, Washington, thought that each person present should evaluate himself as to contacts and expertise in legislation and fund-raising, to see if each felt he had anything to offer to such a committee. The suggestions should be sent in to Mr. Gallagher.

Dr. McLean, of Louisiana, felt that we should go on record as recommending that the House of Representatives change and modify its Amendments to agree with the S22 approved version. It was suggested that Mr. Schloss, of our Washington office, get in touch with Mr. Coffey and sort out the various provisions.





Mr. Kastner mentioned that there is a little loophole in the Senate Bill approved version which threatens Radio Reading Services which are on commercial carriers. Our submission should be sure to include all avenues, whether public, or commercial, as long as it is nonprofit for blind and physically handicapped people.

Mr. Harris, of Oklahoma, seconded, and it was passed.

Mr. Warnock of CPB, said that his organization could see that written materials are sent out to the various participants and those who wanted further information on starting programs. The interpretation of these laws or bills could also be sent out, so that people on the local scene could make their wants known.

This was the end of the formal recommendations.

Various persons indicated that they would like to have the pleasure of being the host for the next national conference. These included: New Orleans, Ohio, Illinois and Washington, D.C. It was indicated that this should be done in writing to Mr. Gallagher at the Foundation.

Mr. Luckadoo asked if the planning committee was going to select the site, shouldn't they be asked if they would be willing to serve. Mr. Gallagher explained how the planning committee had come about and although it has had some changes, it is probably time to think of a broader base for involvement of other persons.

Ms. Jonson felt that the program should be a little different as it was too repetitious this year for some who had attended both meetings. She also felt that there needed to be new people on the committee.

Ms. Davenport suggested that one of the topics for next year's program might be, "Programming for Elderly Blind Persons". Mr. Parker, of Nebraska, then asked, how do we know who is on the program planning committee? As this was written in the program in both print and Braille, it evidently had been overlooked, so Mr. Robert Ward, from Cleveland, read the names of the members of the program planning committee as well as their affiliations.

Mr. Harris proposed a resolution to commend AFB for the money, interest, and time spent on this conference. This was approved with enthusiastic applause. The resolution was expanded to include Mr. Potter and Minnesota State Services for the Blind as co-hosts of the Conference.

Mr. Gallagher thanked the group for coming and then introduced Mr. J. Albert Asenjo, Specialist in Independent Living at AFB, as the person who would be taking over some of the responsibilities that Mr. Gallagher had had in relation to Radio Reading Services.

The meeting was adjourned.





## PARTICIPANTS

Mr. Thomas Ammons  
Manager  
WDUQ  
Duquesne University  
Pittsburgh, Pennsylvania 15219

Mr. Graham Archer  
Executive Director  
Golden Hours, Inc., and  
Oregon Educational and Public  
Broadcasting Service  
1804 S. E. 100th Avenue  
Portland, Oregon 97216

Mr. J. Albert Asenjo  
Specialist, Independent Living  
American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011

Mr. Carl R. Augusto  
Staff Associate  
National Accreditation Council  
79 Madison Avenue  
New York, New York 10016

Dr. Larry D. Baker and Sara  
Assistant Professor  
University of Missouri-St. Louis  
8001 Natural Bridge  
St. Louis, Missouri 63121

Mrs. Arlene Bansal  
Librarian  
Arizona Regional Library f/t  
Blind and Physically Handicapped  
3120 East Roosevelt  
Phoenix, Arizona 85008

Mr. Alvin L. Bolt  
General Manager  
WPLN-FM  
Public Library of Nashville and  
Davidson County  
8th Avenue North and Union  
Nashville, Tennessee 37203

Mr. Walter Boninger  
Associate Executive Director  
Cleveland Society for the Blind  
Sight Center  
1909 East 101st Street  
Cleveland, Ohio 44106

Mr. Kent H. Bowers  
Director  
Oklahoma Radio Talking Book Network  
1108 Northeast 36th Street  
Oklahoma City, Oklahoma 73111

Mr. Al Bruce  
Operations Manager  
Supervisor, Talking Book Program  
Section of Rehabilitation for the  
Blind and Visually Impaired  
1640 Grand Avenue  
Phoenix, Arizona 85007

Mr. Tom Butler  
McMartin Industries, Inc.  
4500 South 76th Street  
Omaha, Nebraska 68127

Mr. Ronald S. Camp  
Director, Media Planning  
and Production Service  
University of North Colorado  
McKee Hall 124  
Greeley, Colorado 80639

Mr. Rolin R. Carlson  
Radio Employment Specialist  
Wisconsin Radio Reading Service, Inc.  
905 University Avenue, Suite 307  
Madison, Wisconsin 53715

Mr. Max D. Carpenter  
Assistant Superintendent  
West Virginia Schools for the Deaf  
and the Blind  
Romney, West Virginia 26757

Mr. Frank Carroll  
Field Representative  
North Central Kansas Library System  
Poyntz and Juliette  
Manhattan, Kansas 66502

Ms. Sharon Castner  
Instructor  
Minneapolis Society for the Blind  
1936 Lyndale Avenue South  
Minneapolis, Minnesota 55403





Mr. Oraien E. Catledge  
Regional Consultant-Region IV  
American Foundation for the Blind  
100 Peachtree Street  
Atlanta, Georgia 30303

Ms. Esther M. Chalker  
Director, Public Relations  
Youngstown Society for the Blind  
2246 Glenwood Avenue  
Youngstown, Ohio 44511

Mr. Montine Clapper  
Coordinator, Radio Volunteer  
Activities  
Corporation for Public Broadcasting  
1111 - 16th Street, N. W.  
Washington, D. C. 20036

Ms. Jessamine Cobb  
Regional Consultant - Region III  
American Foundation for the Blind  
500 North Michigan Avenue  
Chicago, Illinois 60611

Mr. Matthew B. Coffey  
President  
Association of Public Radio Stations  
1730 Pennsylvania Avenue, N.W., Suite 1025  
Washington, D. C. 20003

Douglas Cook and Associates  
2185 Trent Road  
Columbus, Ohio 43229

Mr. Stanley Cox  
Producer, Announcer, Technician  
Golden Hours, Inc., and  
Oregon Education & Public Broadcasting  
Service  
1804 S. E. 100th Avenue  
Portland, Oregon 97216

Ms. Janice Crews  
Instructor (Rehabilitation Teacher)  
Rehabilitation Teacher Program  
Special Education Department  
Northern Illinois University  
DeKalb, Illinois 60115

Mrs. Elaine V. Davenport  
Coordinator  
Radio Talking Book  
811 Harrison Street  
Seattle, Washington 98129

Mr. Billy M. Day  
Director of Rehabilitation  
Lighthouse for the Blind  
of Houston  
3530 West Dallas,  
P. O. Box 13435  
Houston, Texas 77019

Ms. Janet Dewart  
Director, Specialized Audience  
Programs  
National Public Radio  
2025 M Street, N.W.  
Washington, D. C. 20036

Mr. James Donnan  
Consumer, Board Member,  
Radio Reader Service  
Youngstown Ohio Society  
for the Blind  
2246 Glenwood Avenue  
Youngstown, Ohio 44511

Mr. Stanley Doran  
Executive Director  
CORRS  
229 South High Street  
Columbus, Ohio 43215

Mr. W. Theodore Eldredge  
General Manager  
KBIA-FM  
University of Missouri-Columbia  
409 Jesse Hall  
Columbia, Missouri 65201

Mr. John W. Farley  
Treasurer, Toledo Area  
Radio Information Service  
961 South Reynolds Road, Lot 199  
Toledo, Ohio 43615



Mr. Tom Fish  
Assistant Director  
Audio-Reader  
Broadcasting Hall  
University of Kansas  
Lawrence, Kansas 66045

Mr. Richard Fishman  
Director  
Friendship Center for the Blind  
2036 Kern  
Fresno, California 93721

Mr. Albert P. Fredette  
Manager  
WAMC-FM, Albany Medical College  
47 New Scotland Avenue  
Albany, New York 12208

Mr. William F. Gallagher  
Director, Program Planning Dept.  
American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011

Mr. Don E. Garner  
Director, Field Service Program  
The Blinded Veterans Association  
1735 De Sales Street, N. W.  
Washington, D. C. 20036

Ms. Frances Garvin  
President, KBPS Advisory Council  
for Community Listening  
Radio Station KBPS  
546 N. E. 12th Avenue  
Portland, Oregon 97232

Mr. John Grey  
Eastern Sales Manager  
McMartin Industries, Inc.  
4500 South 76th Street  
Omaha, Nebraska 68127

Mr. James Grisham  
Vice President  
Blind San Franciscans, Inc.  
1 Mallorca Street  
San Francisco, California 94123

Mr. Peter Hanke  
Director, Engineering  
Research & Technological  
Development Department  
American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011

Mr. George F. Harris  
Executive Director  
York County Blind Center  
800 East King Street  
York, Pennsylvania 17403

Mr. Travis Harris and Wife  
Visual Service Director  
Division of Visual Services  
P. O. Box 25352  
Oklahoma City, Oklahoma 73215

Mrs. Florence E. Harvath  
Business Manager  
WKAR Radio-AM-FM-SCA  
Michigan State University  
310 Auditorium Building  
East Lansing, Michigan 48824

Mr. Leonard Hedlund  
McMartin Industries, Inc.  
4500 South 76th Street  
Omaha, Nebraska 68127

Mr. Vernon C. Henley  
Information Representative  
Oklahoma Radio Talking Book  
1125 Faerie Queen Lane  
Norman, Oklahoma 73069

Mr. Justin F. Herzog  
Senior Citizen Coordinator  
St. Paul Society for the Blind  
216 South Wabasha  
St. Paul, Minnesota 55107

Mr. Presley D. Holmes  
Vice President  
National Public Radio  
2025 M Street, N.W.  
Washington, D. C. 20036

Mr. Tom Humphrey  
McMartin Industries, Inc.  
4500 South 76th Street  
Omaha, Nebraska 68127

Ms. Rosie Hurwitz  
Director, Audio-Reader  
Broadcasting Hall  
University of Kansas  
Lawrence, Kansas 66045





Mr. Walter Jago  
Gopher State Blind Associates  
7401 - 3rd Avenue So.  
Minneapolis, Minnesota 55423

Mr. James R. Jones  
Executive Director  
In-Touch Networks, Inc.  
36 West 46th Street  
New York, New York 10036

Mr. Raythel Jones  
Consumer, Radio Reader Service  
Cortez Apartments, Apt. 139  
1608 Northwest 31st Street  
Oklahoma City, Oklahoma 73106

Ms. Joanne Jonson  
Communications Center  
Minnesota Services for the  
Blind and Visually Handicapped  
1745 University Avenue  
St. Paul, Minnesota 55104

Ms. Hylde Kamisar  
Head, Reference Section  
Library of Congress  
Division for the Blind and  
Physically Handicapped  
1291 Taylor Street, N.W.  
Washington, D. C. 20542

Mr. Gil Karwoski  
President  
Tel-Tronics, Inc.  
P. O. Box 17718  
Kansas City, Missouri 64137

Mr. Frank Kastner  
Director  
Radio Information Center f/t Blind  
919 Walnut Street  
Philadelphia, Pennsylvania 19107

Mrs. Jo Kathman  
Director  
Radio Information Service for  
the Blind and Handicapped  
9500 Highway 460 West  
Belleville, Illinois 62223

Mr. John Kean  
Technical Director  
Radio Talking Book  
811 Harrison Street  
Seattle, Washington 98109

Mr. Raymond Keith  
E. D. Specialist  
OCE/Office of New Programs  
330 Independence Avenue, Rm 1265-F  
Washington, D. C. 20201

Mr. David Kelly  
McMartin Industries  
4500 South North Street  
Omaha, Nebraska 68127

Mr. B. T. Kimbrough  
932 South Wisconsin Avenue  
Oak Park, Illinois 60304

Mr. Morton M. Kleinman  
Regional Consultant - Region I  
American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011

Mr. William H. Kling  
President  
Minnesota Educational Radio, Inc.  
400 Sibley  
St. Paul, Minnesota 55101

Ms. Henri Kruse  
Manager  
WKAR Talking Book  
310 Auditorium Building  
Michigan State University  
East Lansing, Michigan 48824

Mr. Robert LaBerge  
Assistant to the Director  
University of Missouri-Columbia  
4F52 Elmer Ellis Library  
Columbia, Missouri 65201

Mr. Frank Lanzone  
Assistant Program Director  
KCSM  
1700 West Hillside Boulevard  
San Mateo, California 94402





Ms. Patricia L. Larkin  
Public Relations Assistant  
Greater Pittsburgh Guild f/t Blind  
311 Station Street  
Bridgeville, Pennsylvania 15017

Mr. and Mrs. Josha Levi  
Recording for the Blind, Inc.  
215 East 58th Street  
New York, New York 10022

Mr. Chester Lewis  
Central Blind Rehabilitation Center  
Building 13, VA Hospital  
Veterans Administration  
Hines, Illinois 60141

Mrs. Barbara H. Luckadoo  
Delegate  
North Texas Radio for the Blind  
3001 Bookhout Street  
Dallas, Texas 75201

Mr. John H. Luckadoo  
Station Manager  
North Texas Radio for the Blind  
3001 Bookhout Street  
Dallas, Texas 75201

Mr. Jim Lucy  
Director of Sales  
McMartin Industries, Inc.  
4500 South 76th Street  
Omaha, Nebraska 68127

Mr. J. Robert Lucyk  
Social Policies and Program Analyst  
Department of Communications  
Room 1930  
Kent and Slader Streets  
Ottawa, Ontario Canada

Ms. Ethel W. Lutin  
Coordinator, Volunteer Readers Services  
WPLN Talking Library  
702 Westview Avenue  
Nashville, Tennessee 37205

Mr. Joseph M. Lutz  
Executive Vice President  
Johnson Electronics, Inc.  
P. O. Box 7  
Casselberry, Florida 32707

Mr. Frank N. McCumber  
Technical Consultant  
Idaho State Library  
8118 Queen Street  
Boise, Idaho 83704

Mrs. James McGinnis  
President  
Blind San Franciscans, Inc.  
2417 Greenwich Street  
San Francisco, California 94123

Mr. David McKee  
Information Representative  
Radio Talking Book  
Oklahoma Library for the Blind  
and Physically Handicapped  
1108 N. E. 36th  
Oklahoma City, Oklahoma 73111

Dr. R. T. McLean  
President  
Radio for the Blind and  
Print Handicapped  
2139 Joseph Street  
New Orleans, Louisiana 70115

Mr. George A. Magers  
Assistant Director  
Office for the Blind and  
Visually Handicapped  
Rehabilitation Services Admin.  
330 C Street, S. W.  
Washington, D. C. 20201

Ms. Lorraine Merrill  
Manager  
Cleveland Radio Reading Service  
Cleveland Society for the Blind  
1909 East 101st Street  
Cleveland, Ohio 44106

Ms. Judy Merriman  
Division of Visual Services  
P. O. Box 25352  
Oklahoma City, Oklahoma 73125

Ms. Patricia Merriman  
Division of Visual Services  
P. O. Box 25352  
Oklahoma City, Oklahoma 73125



Mr. Walt Millar Reader Chairman KPBS-FM, San Diego State University 5300 Campanile Drive San Diego, California 92182	Mr. Dean E. Pilgrim Project Director Wisconsin Radio Reading Service, Inc. 905 University Ave, Ste 307 Madison, Wisconsin 53715
Mr. Robert Morgenstern Golden Triangle Radio Reading Information 35 Sipe Road Coraopolis, Pennsylvania 15108	Mr. C. Stanley Potter Director Services for the Blind and Visually Handicapped 1745 University Avenue St. Paul, Minnesota 55104
Mr. John F. Mulvihill, Jr. Director EIES of New Jersey 140 Sylvan Road Bloomfield, New Jersey 07003	Mrs. Gail R. Pratt Volunteer Reader and Editor of AIR-CHECK Radio for the Blind and Print Handicapped 123 State Street New Orleans, Louisiana 70118
Mr. Edward R. Murray Regional Consultant - Region V American Foundation for the Blind 1860 Lincoln Street Denver, Colorado 80203	Mr. Stephen Prine Assistant Director The Florida Regional Library for the Blind and Physically Handicapped P. O. Box 2299 Daytona Beach, Florida 32015
Mr. Sam Negrin Director, Community Services Division American Foundation for the Blind 15 West 16th Street New York, New York 10011	Mr. Benjamin J. Pumo Career Education and Employment Specialist Greater Detroit Society for the Blind 1401 Ash Street Detroit, Michigan 48208
Mr. Don O. Nold Publisher DIALOGUE 3100 Oak Park Avenue Berwyn, Illinois 60402	Mr. Gordon E. Randall Radio Technician Oklahoma Library f/t Blind 1108 N. E. 36th Street Oklahoma City, Oklahoma 73111
Mr. Bill Ollila 800 West Avenue N. c/o Rehabilitation Center for the Blind Sioux Falls, South Dakota 57102	Mr. Clyde S. Redwine Vice President-Engineering Johnson Electronics, Inc. P. O. Box 7 Casselberry, Florida 32707
Mr. Jim Olsen 6211 Sheridan Avenue S. Minneapolis, Minnesota 55423	
Mr. Richard Parker Project Specialist Radio Talking Book Service, Inc. 3219 Cuming Omaha, Nebraska 68131	





Mr. John H. Robichaud  
Specialist in Sensory Aids  
Massachusetts Commission f/t Blind  
110 Tremont Street  
Boston, Massachusetts 02108

Mr. Robert R. Robinson  
Operations Manager  
WVPM-FM  
P. O. Box AH  
Beckley, West Virginia 25801

Mr. Reese H. Robrahn  
Director of Research  
American Council of the Blind  
818 - 18th Street, N.W. Suite 700  
Washington, D. C. 20006

Margaret W. Rockwell, Ed. D.  
President and Director  
The Washington Ear, Inc.  
10111 Colesville Road, Rm 125  
Silver Spring, Maryland 20901

Mr. Jesse H. Rosten  
Executive Director  
Minneapolis Society f/t Blind  
1936 Lyndale Avenue South  
Minneapolis, Minnesota 55403

Mr. Ron Roth  
Director  
WVWC-FM  
West Virginia Wesleyan College  
Buckhannon, West Virginia 26201

Mr. Roger D. Rouse  
Vice-President  
The Hadley School for the Blind  
700 Elm Street  
Winnetka, Illinois 60093

Mr. Edward T. Ruch  
Regional Consultant - Region II  
American Foundation f/t Blind  
15 West 16th Street  
New York, New York 10011

Mr. Joel Saltzman  
Information Specialist  
Information Department  
American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011

Mr. Henry X. Salzberger  
Chairman  
North Texas Radio for the Blind  
3001 Bookhout Street  
Dallas, Texas 75201

Mrs. Henry X. Salzberger  
Director  
North Texas Radio for the Blind  
3001 Bookhout Street  
Dallas, Texas 75201

Ms. Beverly J. Sanders  
Librarian  
Chicago Public Library  
Dept. for the Blind and  
Physically Handicapped  
4544 North Lincoln Avenue  
Chicago, Illinois 60625

Mr. J. Sanders  
The Canadian National Institute  
for the Blind  
1929 Bayview Avenue  
Toronto, Ontario, Canada

Ms. Kathleen Saporito  
Rehabilitation Teacher  
Minneapolis Society f/t Blind, Inc.  
1936 Lyndale Avenue South  
Minneapolis, Minnesota 55403

Mr. Melvin Saterbak  
Director of Professional Services  
Minneapolis Society for the Blind  
1936 Lyndale Avenue South  
Minneapolis, Minnesota 55403

Mr. Paul B. Scholl  
Member, Radio Information Committee  
Lehigh Valley Federation of the Blind  
3433 Trexler Boulevard  
Allentown, Pennsylvania 18104





Mr. Dick Seifert  
Client Assistance Project Director  
Office f/t Blind and Visually Impaired  
106 South State  
Little Rock, Arkansas 72201

Mr. Nathan A. Shaw  
Radio Development Manager  
Corporation for Public Broadcasting  
1111 16th Street, N.W.  
Washington, D. C. 20036

Mr. Michael Shields  
Engineer, KSJN  
Communications Center  
Services f/t Blind  
and Visually Handicapped  
1745 University Avenue  
St. Paul, Minnesota 55104

Mr. Sterling H. Simonson  
Executive Director  
Ephphatha Services f/t Deaf  
and for the Blind  
P. O. Box 713  
Sioux Falls, South Dakota 57101

Mr. Eric Small  
Broadcast Audio Consultant  
271 Columbus Avenue  
San Francisco, California 94133

Mrs. Patricia S. Smith  
Director, Information Department  
American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011

Mr. Bob Somogyi  
Program Coordinator  
South Carolina Educational Radio  
for the Blind  
2901 Millwood Avenue  
Columbia, South Carolina 29205

Ms. Cheryl A. Strange  
Radio Special Projects Manager  
Corporation for Public Broadcasting  
1111 16th Street, N.W.  
Washington, D. C. 20036

Mr. James P. Swed  
Chairman  
Radio Information Center  
for the Blind  
919 Walnut Street  
Philadelphia, Pennsylvania 19107

Mr. Verage Tarzian  
President  
Norver Company, Inc.  
7300 North Crescent Boulevard  
Pennsauken, New Jersey 08110

Mr. Brent Thrall  
The Canadian National Institute  
for the Blind  
1929 Bayview Avenue  
Toronto, Ontario, Canada

Mrs. Margaret Vernon  
SCA Coordinator  
KPBS-FM, San Diego State U.  
5300 Campanile Drive  
San Diego, California 92182

Mr. Bob Ward  
Technical Coordinator  
Cleveland Radio Reading Service  
Cleveland Society f/t Blind  
1909 East 101st Street  
Cleveland, Ohio 44106

Mr. Thomas C. Warnock  
Director, Radio Activities  
Corporation for Public  
Broadcasting  
1111 16th Street, N. W.  
Washington, D. C. 20036

Mr. Robert D. Watson  
Engineer  
Communications Center  
Services for the Blind and  
Visually Handicapped  
1745 University Avenue  
St. Paul, Minnesota 55104

Mr. Kenneth J. Weindel  
Assistant Librarian  
Wolfner Library for the Blind  
and Physically Handicapped  
1808 Washington Avenue  
St. Louis, Missouri 63103



Mrs. Jane Winther  
 Director, Phase I  
 Radio for the Blind and  
 Print Handicapped, Inc.  
 123 State Street  
 New Orleans, Louisiana 70118

Rev. Boniface L. Wittenbrink  
 Executive Director  
 Radio Information Service for  
 the Blind and Handicapped  
 9500 Highway 460 West  
 Belleville, Illinois 62223

Mrs. Elizabeth M. Willson  
 Ohio Rehabilitation Services Commission  
 814 West Third Avenue  
 Columbus, Ohio 43212

Miss Marion V. Wurster  
 Director, Program Development Division  
 American Foundation for the Blind  
 15 West 16th Street  
 New York, New York 10011

Mr. Arthur Zigouras  
 Director, Public Education Division  
 American Foundation for the Blind  
 15 West 16th Street  
 New York, New York 10011

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